

Statement from Sportsbet to 7.30. 5 March 2019

### **Advertising volume and reforms - Sportsbet were a key driver of recent advertising reforms**

Sportsbet is wholly compliant with Responsible Wagering Australia's Code of Conduct.

Sportsbet has been a long-standing public advocate for a reduction in wagering advertising and worked alongside the Federal Government and broadcasters for over a year, which resulted in gambling advertising being banned siren-to-siren during live sports broadcasts between 5.00am and 8.30pm on television, radio and online.

Indeed, Sportsbet was an advocate for, and remains committed to, stronger broadcast advertising restrictions.

### **Advertising practices and social media – Sportsbet does not target minors**

Sportsbet directs its advertising to adults and employs a range of sophisticated measures to ensure wagering advertising does not target minors, including using age gating technology across social media platforms.

Additionally, the rigorous account-opening procedures which include third party age verification checks serve to prevent minors from accessing online account-based wagering services in Australia.

### **Sportsbet's use of data and analytics in making business decisions**

Sportsbet, like most e-commerce businesses, uses data and analytics to understand our market share and make informed business decisions. Sportsbet has not used the services of Quantum for an extended period of time.

### **Historical affiliate arrangements**

Sportsbet undertook significant changes to its affiliate program in 2016-17 which resulted in a reduction of 90% of affiliates.

Sportsbet works with a small number of respected major corporations to advertise on their websites, all of which is in accordance with Sportsbet's licensing obligations.

### **NSW court action**

Sportsbet has had a long-standing record of compliance with advertising legislation across Australia.

NSW Liquor & Gaming has commenced an action against Sportsbet, and we are currently in confidential discussions with their office about this. The court action relates to legacy advertisements which were inadvertently left up on a discreet section of Sportsbet's website when s33H was introduced on 2 July 2018, which were missed as part of removing and updating tens of thousands of items across Sportsbet's site.

### **Sports integrity – wagering providers are vital to protecting and enhancing the integrity of sport**

Sportsbet reject that it has 'a large number of sponsorship and advertising relationships with local sporting clubs'. Rather, Sportsbet is a proactive partner of all major Australian racing and sporting codes and pays in excess of \$100m each year under our integrity agreements, which are critical to protecting and enhancing sports integrity in Australia.

Our dedicated risk team monitor real-time betting activity for suspicious behaviour that could indicate a threat to the integrity of Australian sport. We report any such observations to the relevant sports controlling body or law enforcement.

The Federal Government received a comprehensive independent review into Australia's sports integrity arrangements in 2018 by the Hon James Wood AO QC. The Review reaffirmed that the primary wagering-related threat to the integrity of sport is the pervasive illegal offshore wagering industry. The Wood Review recognised that Australian-licensed operators such as Sportsbet play a critical role in safeguarding the integrity of sport through their integrity agreements with every major sporting body.

### **Engagements with industry personalities**

Sportsbet, like many other businesses, engages media and other personalities on occasion to promote its products or services in a legitimate manner such as a public speaking event.

Sportsbet spokesman